

Mary Pickford presents

CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHIE

in

"Sleep, my Love"

and

HAZEL BROOKS

Released thru United Artists



REAP WITH 'SLEEP'!

Ride the publicity bandwagon with Buddy Rogers
on the "Sleep, My Love" Flying Billboard!



Mary Pickford presents

CLAUDETTE COLBERT • ROBERT CUMMINGS • DON AMECHE

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and
HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn • Associate Producer Harold Greene • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • Director of Photography Joseph Valentine, A.S.C. • A Triangle Production released thru United Artists

...And MORE! MORE! **PRE-SELLING** **EXCITEMENT**

to bring you BIG! BIG!

PROFITS!

Everybody who reads will read about "Sleep, My Love" in each of America's top-circulation newspapers, fan magazines and national publications! Total adds up to a tremendous

140 MILLION

readers—all thrill-teased by this series of startling full-page ads!

These Ads →
in all these
Magazines
and Newspapers!

LIFE • COLLIER'S • LOOK • LIBERTY
COSMOPOLITAN • REDBOOK
PICTORIAL REVIEW • TRUE STORY
NEW YORK SUNDAY NEWS
CHICAGO SUNDAY TRIBUNE
PHILADELPHIA SUNDAY INQUIRER
MOVIE STARS PARADE • MOVIES
MOVIE LIFE • MOVIELAND-SCREEN
GUIDE • PHOTOPLAY • MOVIE STORY
MOTION PICTURE • SCREENLAND
SILVER SCREEN • MOVIE SHOW
MODERN SCREEN • SCREEN ROMANCES



→ Look at These **EXPLOITATION EXTRAS!**

It's a **COLLIER'S MAGAZINE** serial... read by millions for five solid weeks!

It's a **BOOK**... published by Century Publications and selling out sensationally!

It's a **SONG**... played and sung everywhere... on records by RCA-Victor... by United Artist Records... by Capitol!

It's a **PROMOTION** powerhouse... set up for national campaigns by many of the nation's leading advertisers! (Check every one of these on the following pages!)

DELTAH

Heller Brothers, manufacturers of the popular Deltah Pearls, have inaugurated an advertising campaign which will spotlight Hazel Brooks. Readers of MOVIE SHOW magazine will see the initial ad in four colors carrying full title credits for the film.

LOCALLY, contact Deltah dealers for co-op ads, plus window and counter displays.

For name of local dealers and tie-in information contact:

Miss Cecile Rose, B.D. Iola Co., 551 Fifth Avenue, New York, N.Y.



FLENTS SHIELDS



Flents Products is introducing a new light shield which is being tied in with the film through attractive counter display cards. In addition to the four-color card (see left), Flents will distribute promotional mats.

LOCALLY, contact Flent Products distributors and arrange for key display spots for the Flent counter card. Suggest co-op ads and additional window displays based on the Flent promotional material.

For information of local dealers contact:

Miss Elizabeth Kirjoff, Flent Products Company, Inc. 103 Park Avenue, New York, N.Y.

NATIONAL



R C COLA

Royal Crown Cola is staging a full scale promotion which will be spearheaded by this Royal Crown Cola ad appearing in *Life* magazine. In addition large displays and interesting full-color bus and trolley cards will be distributed nationally.

LOCALLY, Royal Crown dealers should be contacted for local displays and co-op ads based on illustration above. Also check with Royal Crown dealers for promotions suggested in the 'Royal Crown Movie Book.'

For names of local distributors contact:

**Mr. Frank Stoltz
Batten Barton Dursine & Osborne
383 Madison Avenue
New York, N.Y.**



WOODBURY

Woodbury Soap is featuring sultry Hazel Brooks in a series of ads hitting the leading women's magazines in the country. This Woodbury ad will appear in **LADIES' HOME JOURNAL, McCALL'S, & TRUE STORY.**

LOCALLY, this ad should be enlarged and used as the basis for co-op ads, window and counter displays.



LUX SOAP

Lux Soap will highlight Claudette Colbert and Robert Cummings in a magazine advertising campaign in

LADIES HOME JOURNAL · WOMAN'S HOME COMPANION · McCALL'S · SEVENTEEN.

LOCALLY, Lux dealers should be approached for co-op ads, window and counter displays based on ad illustrated above. Also use stills from your exchange set when setting up their displays.

For local dealers contact:

**Miss Mary Allison
J. Walter Thompson
420 Lexington Ave.
New York, N.Y.**

CHESTER-FIELDS

Chesterfield Cigarettes will feature Claudette Colbert in newspaper and magazine ads and on the nationally popular Chesterfield Supper Club radio program over NBC. Chesterfield ad will be seen by millions of theatre patrons throughout the country.

LOCALLY, contact dealers for window and counter displays. Also plan for displays on sides of distributor's trucks.



AUTOLITE

Auto Lite, nationally known manufacturers of automobile accessories, is featuring Claudette Colbert in a magazine ad campaign which will reach readers of SATURDAY EVENING POST • COLLIER'S • LOOK • AMERICAN WEEKLY. Auto Lite dealers should be contacted for displays based on this ad.

For names of local dealers contact:

Mr. Joe Copps
Steve Hannagan
247 Park Avenue, N.Y., N.Y.

TIE-UPS



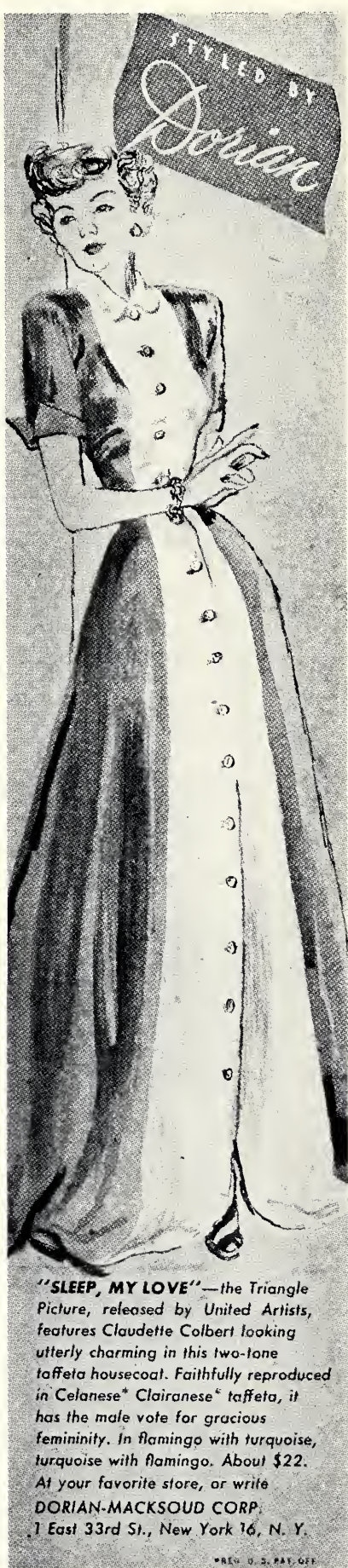
DORIAN

Dorian Macksoud, nationally known designer, is producing an elegant hostess gown similar to the one worn by Claudette Colbert in "Sleep, My Love." The gown, which will be distributed nationally, will also be plugged in a Cosmopolitan Magazine ad. In addition, large quantities of ad mats and publicity material will be distributed to dealers throughout the country.

LOCALLY, the ad art and still "SML-S 26" above should be used to effect co-op ads and smart window and counter displays in department stores and dress shops.

For information concerning local outlets contact:

Mr. Benjamin Levin
Dorian Macksoud Corp.
1 East 33 Street
New York, N.Y.



Front Cover

Both front and back covers are excitingly illustrated with picture material. Use blow-ups for display in windows and lobby.



Back Cover

Century Publications has published a colorful movie edition of "Sleep, My Love" which will have an initial run of 200,000 copies. The books have an illustrated cover and include exciting illustrations from the film throughout.

LOCALLY, newsstands, book dealers, department stores and stationers should be approached for stand, window and counter displays. Use the book for giveaway and contest prizes in conjunction with exploitation operations.

For name of local dealer and tie-up suggestions contact:

Mr. Gilbert E. Meites
Century Publications
139 North Clark Street
Chicago, Ill.

→ → **And Still More**
Merchandising Tie-ups



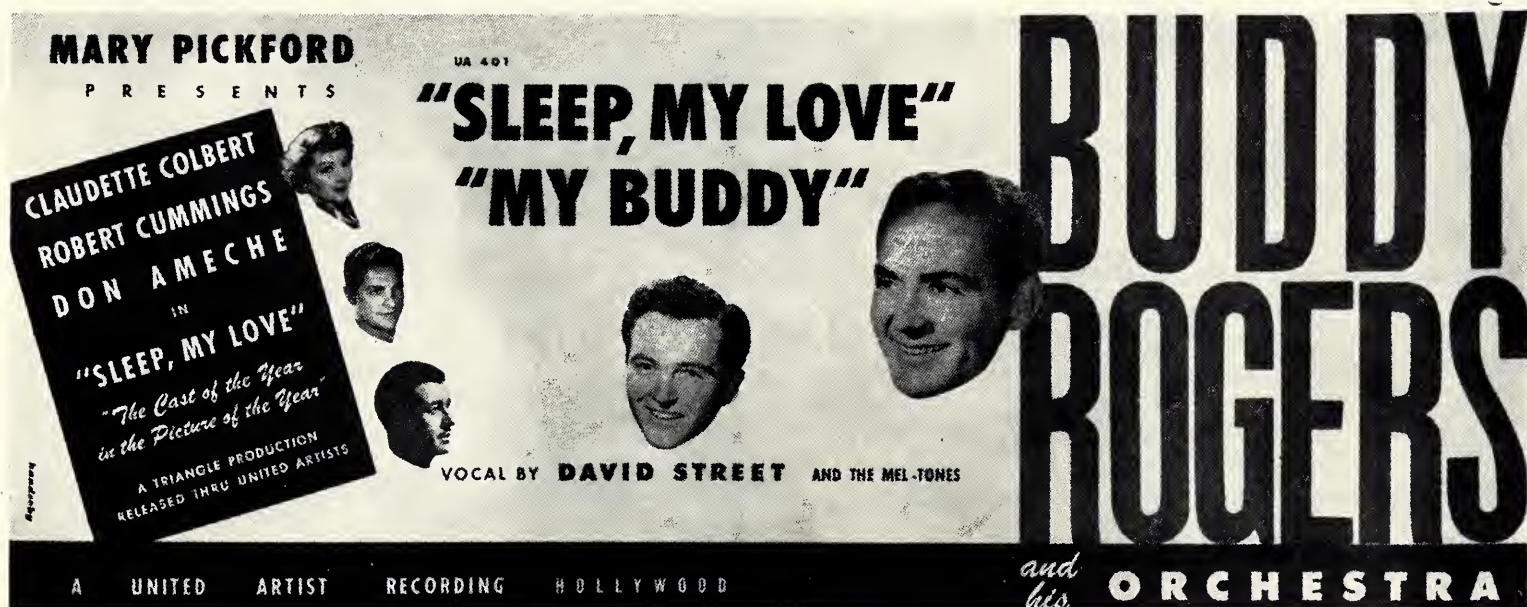
MUSIC



Sheet Music By Chappell

Chappell Music is publishing special motion picture edition of the popular title song. It will be distributed nationally to all dealers. For names of local dealers contact:

Mr. Larry Spier
Chappell Music Corp.
1270 Sixth Avenue
New York, N. Y.



This is the attractive window streamer from United Artist Recording Co., prepared for Buddy Rogers disc.

Recordings By Victor, Capitol, United Artist!

RCA-Victor has recorded the hit tune "Sleep, My Love" with the ever popular Wayne King and his orchestra.

For names of local dealers contact:

Miss Jane Grube
RCA Victor Corp.
Camden, New Jersey

CAPITOL RECORDS has Andy Russell, famous star of screen and radio, plugging the tune on a new record issue.

UNITED ARTIST Record Co. has recorded the song with Buddy Rogers and his orchestra and is distributing window streamers to dealers throughout the country as a sales aid.

Tie 'Em Together For One Big Song Bally

The combined appeal of the several music versions can be concentrated into one big musical promotion. Displays for windows and counter cards should be arranged featuring stills from the film plus promotional material from the publishers. Song should be plugged at local

dances and disc jockeys should be supplied with recordings. Records might be used to liven up theatre front during the film's run and played over your P.A. system during intermissions and at show breaks. Also see Disc Jockey Contest Idea on page 9.

AS WE GO TO PRESS!

ROBES



This still affords you an excellent opportunity to tie up locally with mens' shops and department stores. Window displays and co-op ads should be arranged.

Order "Still SML-P-130"
from National Screen Exchange.

The following National Promotions have been arranged and scheduled, but illustrative material of advertising and displays has not yet been completed. Check with advertisers' representatives, as noted, for information concerning tie-ups and advertising aids.

RALEIGHS

Raleigh Cigarettes is featuring Robert Cummings in an ad campaign which will hit most of the country's leading newspapers including a color ad scheduled for American Weekly. In addition, colorful car cards will be placed in New York, Philadelphia, Chicago, Los Angeles and other key cities.

LOCALLY, Raleigh dealers should be approached and displays arranged for store windows and truck sides. Use stills from exchange set wherever possible.

For names of local dealers contact:

Mr. William Kearns
Ted Bates Agency
630 Fifth Avenue
New York, N. Y.

ALBOLENE

Albolene Products has prepared a counter card display campaign featuring Rita Johnson of "Sleep, My Love," which will be distributed from coast to coast. The face cream manufacturers have printed 30,000 full color 12 x 14 inch counter display cards which will receive national distribution in chain stores. In addition, 300,000 colorful pamphlets will be circulated on a nation-wide scale.

LOCALLY, contact Albolene Products dealers for co-op ads and displays, to be prominently exhibited along with stills from your exchange set.

If possible, arrange with distributor to provide a quantity of the Albolene pamphlets for distribution in outlets nearest your theatre, or in your lobby. If space is available, imprint pamphlets with playdate credits, or insert a herald in each pamphlet.

For aid in local exploitation contact:

Miss Betty Rolland
Ellington Adv. Agency
535 Fifth Avenue
New York, N. Y.

DEL MONTE COFFEE

Del Monte Coffee will feature Claudette Colbert in a series of full page ads which will hit leading national magazines from coast-to-coast simultaneously with release date. The schedule at this moment has not been completed, so contact your local Del Monte Coffee dealers for displays and co-op ads based on the national advertising.

TIE-UPS WILL MAKE "SLEEP" LEAP!

1

2

3

Dreams in Furs!

INSPIRED BY

"Sleep My Love"

4

5

6

Dreams in Sport Coats!

INSPIRED BY

"Sleep My Love"

7

8

9

Dreams in Gowns!

INSPIRED BY

"Sleep My Love"

HMECLAIR

Fashions Superb For Co-op Ads!

This suggested co-op ad is based on specially prepared fashion stills posed by Claudette Colbert and Rita Johnson. They can also be used for window displays to be set up by a department store or leading dress shop. The copy and layout illustrated at left are for your guidance and can be adapted or altered as your situation requires.

In addition to these fashion stills, similar ads may be based on the national promotions with Claudette Colbert, Rita Johnson, Hazel Brooks and Robert Cummings, described on the preceding pages.

Also aim for all-around co-op ads and window displays based on "Tie-up Stills" below.

FURS:

1. Rita Johnson
SML-F-5 (Stone Marten Jacket)
2. Claudette Colbert
SML-S-29 (Baum Marten Stole)
3. Rita Johnson
SML-F-1 (Black Broad-tail)

SPORT COATS:

4. Claudette Colbert
SML-S-38 (Hooded Great Coat)
5. Rita Johnson
SML-F-9 (Box Coat)
6. Claudette Colbert
SML-S-22 (Camel Hair)

GOWNS:

7. Rita Johnson
SML-F-6 (Starched Chiffon)
8. Claudette Colbert
SML-S-35 (Eyelet Pique)
9. Rita Johnson
SML-F-11 (White Lace)

Order all stills by number from National Screen Exchange.

Tie-up Stills

These are additional stills for around-town tie-ups. Order Stills by number from National Screen Exchange.



FLORISTS
Colbert (SML-P-41)



LUGGAGE
Cummings (SML-P-18)



SUITS
Johnson (SML-F-3)



NYLONS
Brooks (SML-S-20)



SPORT SHIRTS
Cummings (SML-S-9, S-11, S-12)



HAIR-DO
Colbert (SML-S-41)

COLLIER'S TIE-IN FOR NEWSSTANDS AND LOBBY!

This special still tells the millions of Collier's readers who have enjoyed "Sleep My Love" as a recent 5-week serialization that the story is now on your screen.

For lobby, enlarge this still to 40 x 60; for newsstands and magazine racks, mount stills on 14 x 20 cards carrying playdate credits.

Order "Still SML-X-100" from National Screen.



500 Wives Say 'Double Bed,' One Good Reason: Cold Feet

NEW YORK, Feb. 20.—(UP)—Two beds or not two beds, that is the question 500 wives were asked and when their answers were tabulated today the double bed was the winner.

Double Bed Best, Wives Assert in Poll

NEW YORK, Feb. 20.—(UP)—Five hundred wives, representing all parts of the United States, gave the double bed a three-to-one preference over twin beds Monday in a question.

Women Favor Double Beds As Chummier, Sleep Survey Shows

NEW YORK, Feb. 19.—(UPI)—Only time they had a chance to discuss family matters with their husbands was at bed time and twin beds were discouraged even that. Six percent of the 500 wives were asked, and when their answers were tabulated today the double bed was the winner over twin beds by 3 to 1.

Survey Discloses Double Bed Staging Comeback; 500 Women Explain Why

NEW YORK, Feb. 19.—(UPI)—Two beds or not two beds, that is the question 500 wives were asked, and when their answers were tabulated today the double bed was the winner over twin beds by 3 to 1.

Double Bed Is 3 to 1 Favorite In Poll of Women

NEW YORK, Feb. 20.—(UP)—Five hundred wives, representing all parts of the United States, gave the double bed a three-to-one preference over twin beds Monday in a questionnaire. One wife explained "It's difficult to sleep on one side of a bed."

Newspaper Poll: Single Beds Or Double Beds?

Recently a referendum was taken among New York housewives to determine what the American woman prefers—single beds or double beds! You can adapt this same stunt locally by sponsoring a poll among your local women to determine which is more popular in your community. Work this poll in cooperation with a local department store. Build displays for lobby and window use adapting the illustration shown at right. Above are examples of the type of newspaper space you can garner with this human interest poll. The headlines show the type of reasons women gave for their choice.

ALSO: Adapting the single or double bed controversy can make for an entertaining question for your local newspaper or radio inquiring reporter. Ask this question of married men and women, offering free guest tickets to "Sleep, My Love" for the best answers received.

Sleep, My Love!

Ladies! A recent national poll among married women revealed that when Mrs. America tells her collective spouse to "sleep, my love"—she wants her sleep in a double bed—2 to 1! The United Artists Theatre, where Claudette Colbert, Don Ameche and Robert Cummings soon appear in "Sleep, My Love," wants to know how our married women feel about this national problem. Are you the kind that tells? Then tell it here!

"I prefer SINGLE BEDS ☐ DOUBLE BEDS ☐
because
....."
Name Address.....

Controversy Rages Over Film's Hypnosis Theme

New York, N.Y.: Hypnotism and hypnotists as shown by Hollywood may mesmerize the vast movie-going public, but not the distinguished and respected medical practitioners of the art, it was made clear recently at a private screening of a new motion picture production, "Sleep, My Love," which deals with the subject.

"The portrayal on the screen of hypnotism as a sinister and mysterious force has done more to destroy public appreciation of its scientific values than anything else in this country," declared Dr. Henry A. Hart, a well-known psychiatrist.

Dr. Hart's charge touched off a spirited discussion in the audience, made up of perhaps the most celebrated array of psychiatrists ever assembled in a body to view a film. Present were: Dr. Irving Beiber, Director of Research, Institute for Research in Psychotherapy; Dr. C. Charles Burlingame, Chairman, Public Education Committee, American Psychiatric Association; Dr. E. A. Gutheil, Educational Director, Institute for Research in Psychotherapy; Dr. Henry A. Hart; Dr. John Pierce Lambert; Robert W. Marks, author of "The Story of Hypnosis;" St. Clair McKelway, co-author of screenplay "Sleep, My Love;" Mr. Franz Polgar, professional hypnotist; Dr. George Stevenson, Medical Director, National Committee for Mental Hygiene; Dr. Elma Komer, Brooklyn State Hospital; Dr. Sidney Tamarin, Senior Supervisory Psychiatrist, Brooklyn State Hospital; Dr. Anthony T. Totero; Mr. A. L. Van Ameringen, Treasurer, National Committee for Mental Hygiene; Dr. S. Bernard Wortis, Bellevue Hospital Psychiatric Division; Dr. Helen Williams, Westchester County Children's Ass'n.

Dr. Hart pointed to the situation in Europe where hypnotism is not used in vaudeville routines and, as a result, is held in more esteem as a scientific aid by the public.

Dr. Bieber echoed Hart's views, declaring that the exhibition of hypnotism in "Sleep, My Love" would tend "to increase public anxiety."

Pressing his attack, Dr. Hart objected also to a factor in the plot motivation of "Sleep, My Love," which has the heroine, played by Claudette Colbert, brought to the verge of murder while under hypnotic influence. Dr. Hart declared that never to his knowledge has a hypnotized person been induced to commit a crime. This view was challenged by Waldemar Kaempffert, science editor of The New York Times, and Franz Polgar, professional hypnotist, both of whom cited wartime experiments with GPs.

The scientific validity of the hypnotic sequences in the movie, were upheld by Dr. Emil A. Gutheil, Director of Education of the Institute for Research in Psychotherapy, who said; "The use of hypnosis in conjunction with drugs (narcosynthesis) is well-known to the modern psychiatrist; this part of the drama must be considered most credible."

FOLLOW THROUGH: Arrange for a screening for local psychiatrists, psychologists, and hypnosis practitioners and aim for comment along lines indicated in story above. Plant local comment together with that stated by the nationally known experts. If feasible arrange for local hypnotists to provide a display of their art. Also aim for a symposium of this subject on the air, the story above as the basis for discussion.

NEWSPAPERS

WIN FREE TICKETS to see "Sleep, My Love" at the Theatre! It's so easy—and eerie—to win, too! All you have to do is lend a helping hand—in rhyme—to menacing Don Ameche, who's up to no good in "Sleep, My Love." The jingle below describes the hypnotic spell which urges the usual cheery Claudette Colbert on to eerie deeds of violence. What sort of deeds? You tell us in a blood-curdling last line to rhyme with the third line of the jingle! It's all in fun, of course, so make it a harrowing humdinger! The 25 lucky persons whose last lines are judged most interesting will each receive two free tickets to see "Sleep, My Love." Watch this newspaper and the Theatre lobby for list of winners!



Claudette Colbert in a suspenseful scene from "Sleep My Love."

"Sleep, My Love" and dream sweet dreams,
Heed not wierd sounds or violent screams,
And when you wake you'll find desire

.....
(write last line here)

Example: To crush and kill as dreams inspire.

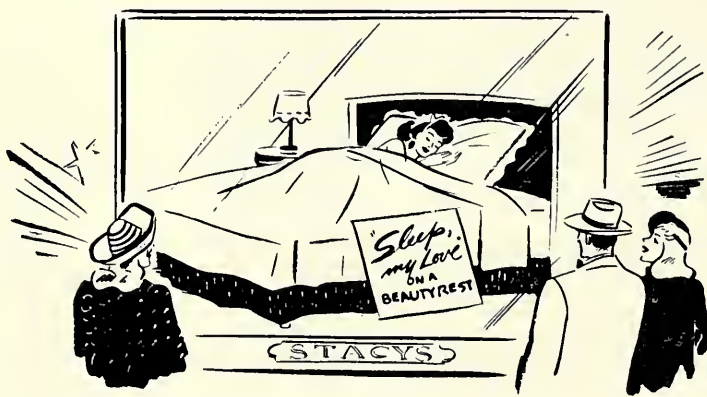
Quick Contest Keys Film In Newspapers!

Here's a hot angle for selling your picture through the newspapers based on a key still which is being widely used in advertising and exploiting "Sleep, My Love." The idea is for newspaper readers to complete the jingle by writing a best last line. Award free guest tickets for 25 best last lines. The same idea could be converted to a lobby display.

Art only available as mat.

Order Mat (2F) or "Still SML-S-16" from National Screen Exchange.

Sleeping Beauty In Stacy's Window



In cooperation with a department store or furniture store promote a "sleeping girl" stunt. This can be arranged by planting a "sleeping girl" in a bed in a window adapting the copy suggested in the illustration above. The same stunt could be worked in your lobby promoting a bed from a local furniture store. This stunt may also be tied in with "Single or Double Beds?" poll described on opposite page.

An excellent follow-thru can be set up by arranging newspaper interviews after the "sleep." Idea of the interview would be for the girl, who did the sleeping to discuss the comforts of the bed slept in, and for her to comment on the sensations of sleeping in view of the general public. Plan for photographs and possible radio coverage.

& STUNTS

"Sleep" Capsules



Here's a lobby gimmick which you can prepare locally and use prior to the opening of your film. The idea is to obtain inexpensive capsules at a local pharmacy and enclose in each a reprint of "Ad Mat 103" on page 21. On the back imprint theatre and playdate plus an appropriate legend or lucky number for a free ticket to "Sleep, My Love." Place the loaded capsules in a giant glass jar or snifter and distribute capsules to patrons at show breaks.

Challenge The Ladies!

Through the media of your lobby and in cooperation with a local newspaper challenge a woman to sleep in a local "haunted" house or in your theatre lounge alone for a single night. Almost every community has a deserted house with an evil reputation and any woman who volunteers to spend a night there alone will attract considerable newspaper space. As an inducement for this daring act offer a cash reward. Key the stunt with photographs of the woman entering the house, and the custodian or some prominent person turning over the keys with a "Sleep, My Love" book. Follow up with newspaper interviews and reactions of the person who spent the night there. An alternative might be to use a woman reporter to spend the night and write her own story.

These Ten Sell Title

Here are some suggestions for selling your film pegged on the title. The idea is to include the phrase "Sleep, My Love" in as many phases of your daily community life as possible.

SLEEPATHON: If there's a university or college nearby stage a contest on the campus among fraternities or clubs to discover the "Champion Sleeper On The Campus." Award a promoted cot or daybed to the winner.

ESSAY CONTEST: In "Sleep, My Love," Claudette Colbert and Robert Cummings attend a Chinese wedding. Sponsor an essay contest entitled, "What's The Most Unique Wedding Ceremony You Ever Attended?" Aim for newspaper cooperation on this stunt. Award free guest tickets to winners.

SOUND STUNT: Hammer at the key slogan with a recording of the words—"Sleep, My Love"—(or use the regular radio transcription on page 10!) Set up a poster reading: "The Most Terrifying Words A Man Ever Whispered To A Woman," on the speaker of your P.A. System. Play back the recording at regular intervals. You can set this up on a sound truck, too.

"SLEEP" STREET BALLY: Send an open truck with a bed on it cruising through the main streets of your town. On the bed plant an attractive sleeping girl. Additional attention can be drawn by dressing sides of truck with posters and banners.

SAFETY CAMPAIGN: Approach the head of your local police department, and obtain permission to make up posters to be tacked up at intersections carrying the following copy: "Don't 'Sleep, My Love' While Driving!"

MORE MERCHANDISING: For merchant co-op ads or windows, include stills from your exchange set with the following suggested copy: "'Sleep, My Love' . . . But Get Up Early For Bargain Values At Smith's!"

CONDUCTED TOURS: Suggest to your local Chamber of Commerce that drive be started to sell the historic and other points of interest which are often neglected by local residents as well as tourists. Include the following line plus stills from your exchange set when composing posters: "If You 'Sleep, My Love' While In Oldville You'll Miss The Washington Exhibit At The Village Museum . . . Open Daily."

SUGGESTED INTERVIEW: In cooperation with a local newsman contact a prominent local doctor and secure a statement or interview wherein "sleep" is the topic of discussion. The discourse might make reference to drug-sleep as depicted in the film, daylight sleeping, sleep required, etc. In any event aim for references to "Sleep, My Love" throughout the interview.

"SLEEP MY LOVE" SNACK: Ask a local restaurant to feature a special midnight snack, entitled the "Sleep, My Love Special." Snack could consist of sandwich and coffee. Idea is for counter displays, window displays and table cards to feature the special. Legend selling special could read: "Tonight . . . You'll Really 'Sleep, My Love' when You Eat Our 'Sleep, My Love' Special!"

DISC JOCKEYS: Contact local disc jockeys to plug "Sleep, My Love" disc at midnight. Have jockeys plug film by play of words on 'sleep.' Contest could be worked by playing hit tunes which have 'sleep' in title. Award limited number of guest tickets to fans sending in correct names of tunes played.

A CUP OF COLBERT . . .



An extra effect can be obtained with this display by placing a loud speaker in box under brandy glass, over which you can play spot transcription (see below) or recordings of the song (page 6).

An effective lobby display can be obtained by standing a giant-sized snifter or brandy glass on a display platform in lobby as shown at left. Silhouetted and pasted to the inside of the glass should be a photo of Claudette Colbert which can be obtained by enlarging and coloring Still "Art 1" (see below). An extra effect can be achieved by filling bottom with colored water and playing colored spots on display. Adapt copy from illustration.



WALL TEASER POSTER!

For lobby or outside wall teaser poster, to be set up at least two weeks prior to the opening of your film, mount your six-sheet as illustrated. Snipe teaser copy over titles as shown in the illustration and week before opening remove snipes to bare titles.

LOBBY

SPECIAL ART STILLS

These 8 x 10 stills are especially prepared from the advertising art and are available for use in program ads and displays. These can also be used for decorative backgrounds in merchandising window tie-ups and counter displays. Order stills (8 x 10) by number from National Screen Exchange.



Art 1



Art 2



Art 3

RADIO

Mary Pickford Speaks On Special Recorded Radio Transcription!

Take advantage of United Artists' radio service, which features four special recorded announcements by MARY PICKFORD . . . all on one record! In addition there are two 1-minute pitches . . . three 30-second spots . . . and three 15-second plugs. Time has been allowed for live policy announcements. See sample spots below:

Order Transcription @ **\$3.00**

Send check or money order to:
Pressbook Editor
United Artists' Corp.
729 - 7th Ave., N.Y., N.Y.

1 MINUTE:

MAN 1: Sleep, My Love . . . Sleep, My Love! . . . Sleep, My Love . . .
WOMAN: (Tense)
Out of the dark of night come the most terrifying words a man ever whispered to a woman! . . .
MAN 1: Sleep, My Love
WOMAN: And—wake to—MURDER!
SHARP MUSICAL EFFECT
MAN 1: You'll never forget this story of the year with the cast of the year! . . .
MAN 2: Mary Pickford presents CLAUDETTE COLBERT . . .
MAN 1: ROBERT CUMMINGS . . .
MAN 2: DON AMECHE

WOMAN: (Low, hard voice)
. . . with alluring HAZEL BROOKS
MAN 1: The Body of Body and Soul . . . in . . .
MAN 2: Sleep, My Love!
SHARP MUSICAL EFFECT
MAN 1: (Low—slow tone of voice)
Sh! . . . don't be frightened! . . . those are only three whispered words . . .
WOMAN (Desperate)
. . . but they lead to adventure more startling than your wildest dreams! . . .
MAN 1: (Same tender, chilling voice, fading out in the distance) SLEEP, MY LOVE . . . Sleep, My Love . . . Sleep, My Love . . .

1/2 MINUTE:

MAN 1: Sleep, My Love . . . SLEEP, MY LOVE . . . SLEEP, MY LOVE!
WOMAN: It was only a whispered good-night . . . but it was deadlier than a killer's weapon! . . .
SHARP MUSICAL EFFECT
MAN 2: Mary Pickford presents CLAUDETTE COLBERT . . .
MAN 1: ROBERT CUMMINGS . . .
MAN 2: DON AMECHE
WOMAN: with HAZEL BROOKS, the body of Body and Soul . . . in . . .
MAN 1: SLEEP, MY LOVE . . . Sleep, My Love . . . Sleep, My Love . . .

★ ★ ★

MAN 1: Sleep, My Love . . . Sleep, My Love . . . SLEEP, MY LOVE!
WOMAN: (Breathless)
The most terrifying words a man ever whispered to a woman!
SHARP MUSICAL EFFECT
MAN 1: Here is the story of the year with the cast of the year! . . . SLEEP, MY LOVE!
MAN 2: Mary Pickford presents CLAUDETTE COLBERT . . .
MAN 1: ROBERT CUMMINGS . . .
MAN 2: DON AMECHE . . .
MAN 1: with HAZEL BROOKS . . . in . . .
MAN 2: SLEEP, MY LOVE . . . Sleep, My Love . . . Sleep, My Love . . .

★ ★ ★

15 SECONDS:

MAN 1: Sleep, My Love . . . Sleep, My Love!
MAN 2: It's the story of the year with the cast of the year!
MAN 1: Don't miss CLAUDETTE COLBERT . . .
MAN 2: ROBERT CUMMINGS . . .
MAN 1: DON AMECHE . . .
WOMAN: With Hazel Brooks in . . .
MAN 2: SLEEP, MY LOVE . . . Sleep, My Love . . . Sleep, My Love . . .
★ ★ ★
MAN 1: Sleep, My Love . . . Sleep, My Love!
WOMAN: (Fearful)
The most terrifying words a man ever whispered to a woman!
MAN 2: Don't miss CLAUDETTE COLBERT . . .
MAN 1: ROBERT CUMMINGS . . .
MAN 2: DON AMECHE . . .
WOMAN: . . . with Hazel Brooks . . . in . . .
MAN 1: SLEEP, MY LOVE . . . Sleep, My Love . . . Sleep, My Love . . .

ADVERTISING

"Sleep, my Love"

... the most terrifying words
a man ever whispered to a woman!



Mary Pickford presents

the cast of the year in the picture of the year!

**CLAUDETTE ROBERT DON
COLBERT • CUMMINGS • AMECHE**

in *"Sleep, my Love"*

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and **HAZEL BROOKS**

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

4 cols. x 150 lines—600 lines

Mat No. 403

THE CAST OF THE YEAR - IN
THE PICTURE OF THE YEAR!

THREE
WHISPERED WORDS
THAT SUMMONED
DISASTER!...

"Sleep, my Love"

Mary Pickford presents

CLAUDETTE COLBERT ROBERT CUMMINGS DON AMECHE

in

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

HAZEL BROOKS

HAZEL BROOKS—
A new name for
sheer excitement!

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

4 cols. x 150 lines—600 lines

Mat No. 402

"Sleep, my Love"

... the most
terrifying words
a man
ever whispered
to a woman!



Mary Pickford presents

the cast of the year in the picture of the year!

CLAUDETTE COLBERT • ROBERT CUMMINGS • DON AMECHE

in *"Sleep, my Love"*

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and **HAZEL BROOKS**

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

"Sleep, my Love"
... the most terrifying words
a man ever whispered to a woman!

A STAR-TEAMING
UNSURPASSED FOR LOVE!..
ADVENTURE!..SUSPENSE!

Mary Pickford presents

CLAUDETTE COLBERT ROBERT CUMMINGS DON AMECHE

in
"Sleep, my Love"
with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and
HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

4 cols. x 125 lines—500 lines

Mat No. 401

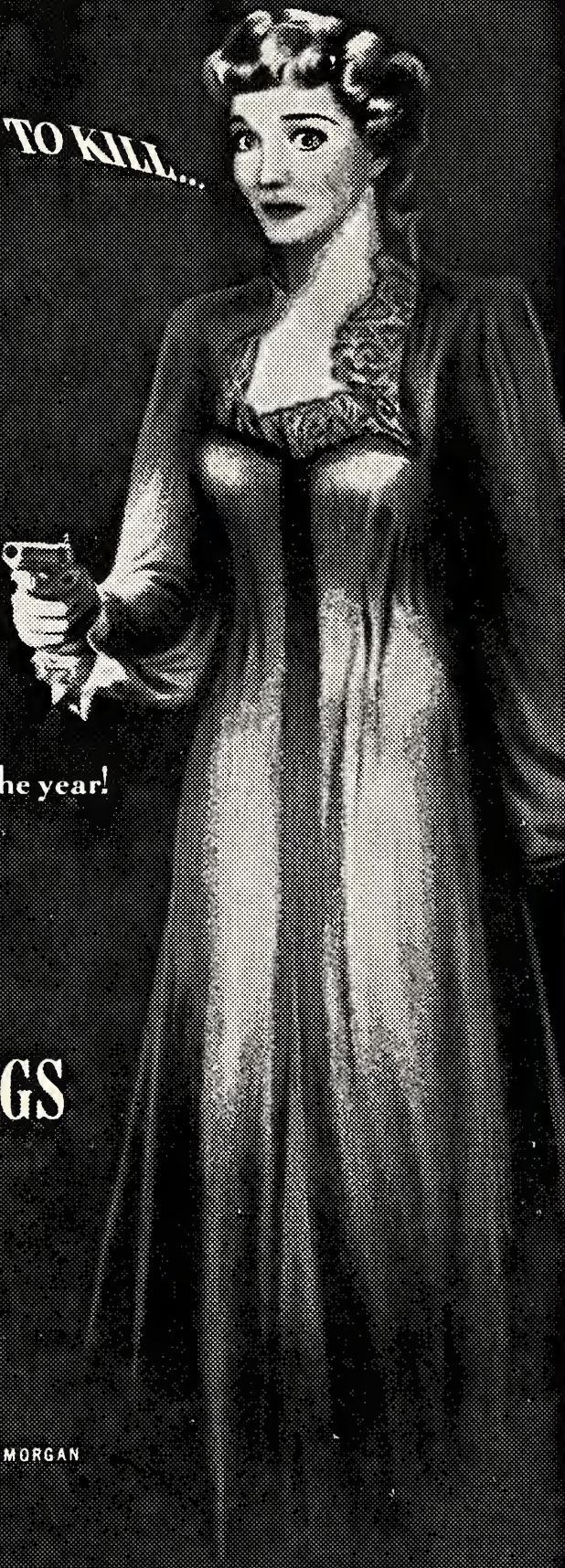
HELP ME! ... I DON'T WANT TO KILL...

Mary Pickford presents
the cast of the year in the picture of the year!

CLAUDETTE
COLBERT
ROBERT CUMMINGS
DON AMECHE
in
"Sleep, my Love"
with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN
and HAZEL BROOKS

"Sleep, my Love"

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists



3 cols. x 150 lines—450 lines

Mat No. 305

"Sleep, my Love"



AN
ADVENTURE
IN MARRIAGE
MORE
STARTLING
THAN YOUR
WILDEST
DREAMS!

CLAUDETTE COLBERT ROBERT CUMMINGS DON AMECHE

in MARY PICKFORD'S production

"Sleep, my Love"



with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten • Directed by Douglas Sirk
A Triangle Production released thru United Artists

3 cols. x 133 lines—399 lines

Mat No. 303

"Sleep, my Love"

CLAUDETTE
COLBERT

... as "ALLISON"—Her love was an evil nightmare...

ROBERT
CUMMINGS

... as "BRUCE"—So easy to love—so hard to hold on to...

DON
AMECHE

... as "COURTLAND"—He could get deep, deep inside your heart

in MARY PICKFORD'S production

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

HAZEL
BROOKS

... as "DAPHNE"—The kind of woman that drives men mad...

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

3 cols. x 150 lines—450 lines

Mat No. 304

"Sleep, my Love"

... the most terrifying words
a man ever whispered to a woman!



Alluring HAZEL BROOKS
... the most talked of
screen discovery in years!

Mary Pickford presents

CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE

in

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists



3 cols. x 115 lines—345 lines

Mat No. 302

"Sleep, my Love"

Mary Pickford presents

CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE

in

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk
A Triangle Production released thru United Artists



2 cols. x 70 lines—140 lines

Mat No. 203

"Sleep, my Love"

...SLEEP...

DREAM...

KILL!

Mary Pickford presents

CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE

in

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

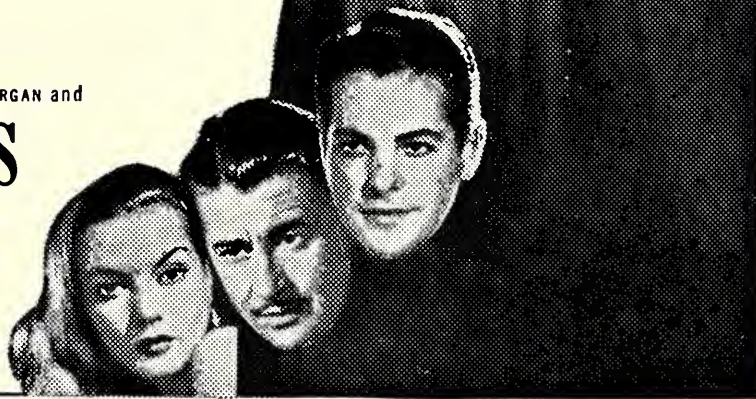
HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn

Screenplay by St. Clair McKelway and Leo Rosten

Directed by Douglas Sirk

A Triangle Production released thru United Artists



3 cols. x 100 lines—300 lines

Mat No. 301

TEASER ADS

3 words
that lead to violence!...

"Sleep, my Love"



CLAUDETTE COLBERT • ROBERT CUMMINGS • DON AMECHE

in

"Sleep, my Love"

1 col. x 81 lines

Mat 108

A STAR CAST

as exciting as the
adventure they share!

CLAUDETTE
COLBERT

ROBERT
CUMMINGS

DON
AMECHE

in

"Sleep, my Love"



1 col. x 81 lines

Mat 107

The first great hit
of '48!

"Sleep, my Love"



CLAUDETTE COLBERT • ROBERT CUMMINGS • DON AMECHE

in

"Sleep, my Love"

1 col. x 81 lines

Mat 106

"Sleep, my Love"
... the most terrifying words
a man ever whispered to a woman!



Mary Pickford
presents

CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE

in
"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and
HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

Alluring **HAZEL BROOKS**
... the most talked of
screen discovery in years!

2 cols. x 125 lines—250 lines

Mat No. 206

A STAR-TEAMING
UNSURPASSED FOR LOVE!
ADVENTURE!... SUSPENSE!

Mary Pickford presents

CLAUDETTE COLBERT **ROBERT CUMMINGS** **DON AMECHE**

in
"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and
HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

2 cols. x 50 lines—100 lines

Mat No. 202

"Sleep, my Love"

CLAUDETTE COLBERT

... as "ALLISON"—Her love was an evil nightmare...

ROBERT CUMMINGS

... as "BRUCE"—So easy to love—so hard to hold on to...

DON AMECHE

... as "COURTLAND"—He could get deep, deep inside your heart

in MARY PICKFORD'S production

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and

HAZEL BROOKS

... as "DAPHNE"—The kind of woman that drives men mad...

Produced by Chas. Buddy Rogers and Ralph Cohn • Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk • A Triangle Production released thru United Artists

2 cols. x 105 lines—210 lines

Mat No. 205

Mary Pickford presents

CLAUDETTE COLBERT **ROBERT CUMMINGS** **DON AMECHE**

with
"Sleep, my Love"

A Triangle Production released thru United Artists **HAZEL BROOKS**

2 cols. x 14 lines—28 lines

CLAUDETTE COLBERT **ROBERT CUMMINGS** **DON AMECHE**

in MARY PICKFORD'S production

"Sleep, my Love"

with RITA JOHNSON • GEORGE COULOURIS • RALPH MORGAN and
HAZEL BROOKS

Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten • Directed by Douglas Sirk
A Triangle Production released thru United Artists

2 cols. x 28 lines—56 lines

Both on Mat No. 201

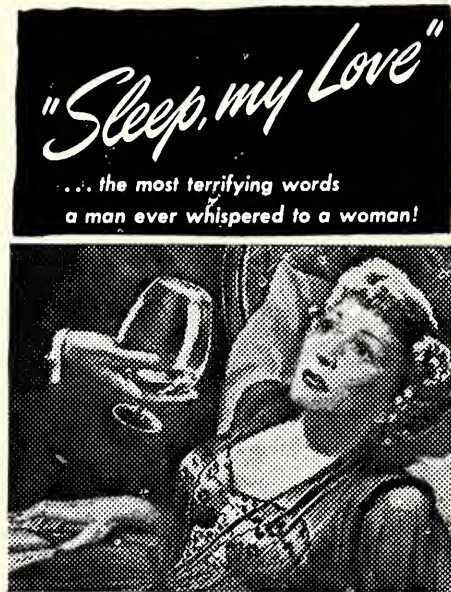
"Sleep, my Love"
...SLEEP...
DREAM...
KILL!



Mary Pickford presents
CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
in
"Sleep, my Love"
with
RITA JOHNSON - GEORGE COULOURIS - RALPH MORGAN and
HAZEL BROOKS
Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk
A Triangle Production released thru United Artists

1 col. x 105 lines Mat No. 105

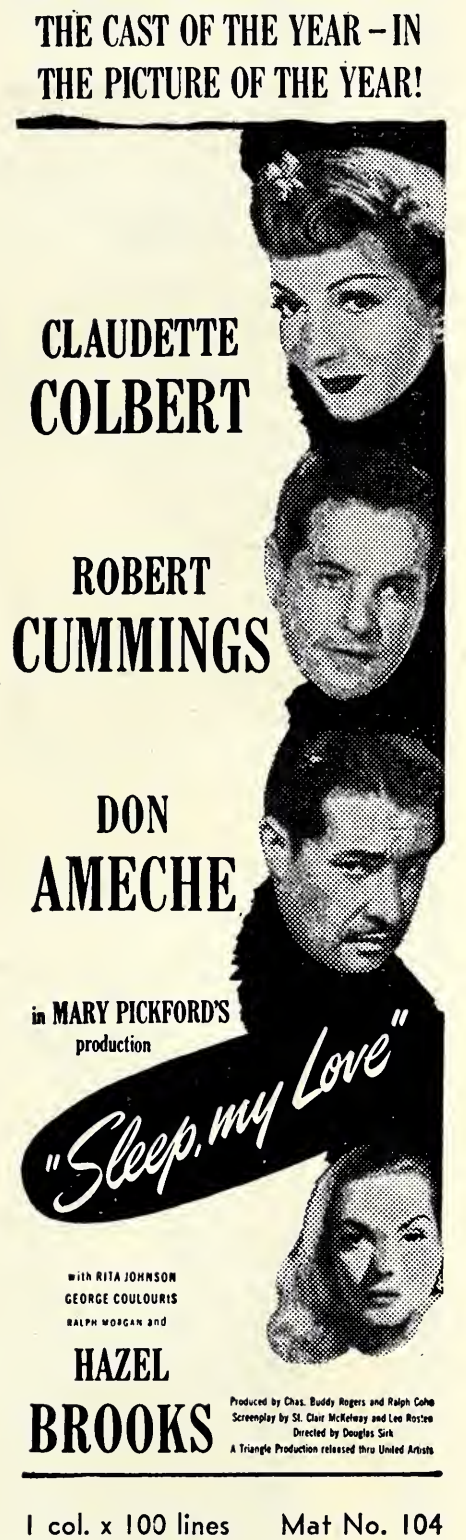
"Sleep, my Love"
... the most terrifying words
a man ever whispered to a woman!



Mary Pickford presents
CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
in
"Sleep, my Love"
with RITA JOHNSON - GEORGE COULOURIS - RALPH MORGAN and
HAZEL BROOKS
Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk
A Triangle Production released thru United Artists

1 col. x 77 lines Mat No. 103

THE CAST OF THE YEAR - IN
THE PICTURE OF THE YEAR!




CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
in MARY PICKFORD'S
production
"Sleep, my Love"
with RITA JOHNSON
GEORGE COULOURIS
RALPH MORGAN and
HAZEL BROOKS
Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk
A Triangle Production released thru United Artists

1 col. x 100 lines Mat No. 104

ORDER AD MATS FROM YOUR NATIONAL SCREEN EXCHANGE


THE CAST OF THE YEAR - IN
THE PICTURE OF THE YEAR!



Mary Pickford presents
CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
in
"Sleep, my Love"
with RITA JOHNSON - GEORGE COULOURIS - RALPH MORGAN and
HAZEL BROOKS
Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk
A Triangle Production released thru United Artists

1 col. x 55 lines Mat No. 102

THE CAST OF THE YEAR - IN
THE PICTURE OF THE YEAR!



THREE
WHISPERED WORDS
THAT SUMMONED
DISASTER!...

"Sleep, my Love"

Mary Pickford presents
CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
in
"Sleep, my Love"
with RITA JOHNSON - GEORGE COULOURIS - RALPH MORGAN and
HAZEL BROOKS
Produced by Chas. Buddy Rogers and Ralph Cohn
Screenplay by St. Clair McKelway and Leo Rosten
Directed by Douglas Sirk
A Triangle Production released thru United Artists

2 cols. x 75 lines—150 lines Mat No. 204

CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
and **HAZEL BROOKS**
in
"Sleep, my Love"
released thru United Artists

1 col. x 14 lines

Mary Pickford presents
CLAUDETTE COLBERT
ROBERT CUMMINGS
DON AMECHE
in
"Sleep, my Love"
and **HAZEL BROOKS**
released thru United Artists

1 col. x 28 lines
Both on Mat No. 101

Publicity



That drink is "spiked" and Claudette Colbert knows it. Scene is from the Mary Pickford production, "Sleep, My Love," due at the Theatre through United Artists release.

(Mat 2F)

Still No. SML-S-16



A breath-catching moment in "Sleep, My Love," with co-stars Don Ameche and Claudette Colbert dramatically involved. The film, a United Artists release, opens at the Theatre.

(Mat 2A)

Still No. SML-P-34



Robert Cummings and Claudette Colbert in one of the lighter scenes from the tense, emotional film, "Sleep, My Love," which opens on at the Theatre. It is a Triangle Production, released by United Artists.

(Mat 2C)

Still No. SML-S-6

BILLING

Mary Pickford

35%

presents

Claudette
COLBERT

Robert
CUMMINGS

Don
AMECHE

100%

in

"Sleep, My Love"

100%

with

RITA JOHNSON

35%

GEORGE COULOURIS

35%

RALPH MORGAN

25%

and

Hazel BROOKS

95%

Produced by Chas. Buddy Rogers and Ralph Cohn

25%

Associate Producer Harold Greene

15%

Directed by Douglas Sirk

25%

From the novel by Leo Rosten

15%

Screenplay by St. Clair McKelway and Leo Rosten

15%

Director of Photography Joseph Valentine, A.S.C.

15%

A Triangle Production

10%

Released thru United Artists

15%

CAST and STAFF

Alison Courtland Claudette Colbert
Bruce Elcott Robert Cummings
Richard Courtland Don Ameche
Daphne Hazel Brooks
Barby Rita Johnson
Charles Vernay George Coulouris
Dr. Rhinehart Ralph Morgan
Mrs. Vernay Queenie Smith
Jimmie Keye Luke
Jeannie Maria San Marco
Haskins Fred Nurney
Waitress Anne Triola
Helen Lillian Bronson
Lt. Strake Raymond Burr

Produced by Charles Buddy Rogers and Ralph Cohn; Associate Producer, Harold Greene; Director of Photography, Joseph Valentine, A.S.C.; Director, Douglas Sirk; From novel by Leo Rosten; Screenplay by St. Clair McKelway and Leo Rosten; Art Director, William Ferrari; Production Manager, Robert M. Beche; Set Decoration, Howard Bristol; Sound Recording, William Randell; Musical Supervision, David Chudnow; Musical Score and Direction, Rudy Schrager; Assistant Director, Clarence Enrist; Wardrobe, Margaret Jennings; Makeup, Burris Grimwood; Film Editor, Lynn Harrison.

SYNOPSIS

Alison Courtland (Claudette Colbert) wakes up to find herself on a train bound for Boston. Only through the friendship of a Mrs. Tomlinson (Queenie Smith) is Alison able to piece together the events which took her from her Sutton Place home in New York to the train.

Upon her arrival in Boston she phones Dick Courtland, her husband (Don Ameche) and arranges to return. During the return trip she meets her good friend, Barby (Rita Johnson), who introduces her to Bruce Elcott (Robert Cummings).

At home, Alison's husband convinces her that she has had a strange loss of memory. Being in excellent mental and physical health this strikes Alison as very odd.

Alison soon has a visit from a Mr. Vernay (George Coulouris) who poses as a well-known psychiatrist. He emphasizes the fact that she is suffering from a mental condition. In reality, Alison's husband is conspiring with Vernay and Vernay's wife, the woman Alison knew as Mrs. Tomlinson, to drive Alison to suicide. Courtland then plans to share his wife's huge fortune with Vernay and Daphne (Hazel Brook), the girl with whom he is in love.

Bruce Elcott becomes very much interested in Alison and is worried about her peculiar fears. He takes her out one evening when Courtland is secretly out with Daphne. Later that night Courtland hypnotizes Alison with a drugged cup of cocoa and then persuades her to jump off the balcony—to certain death. But Bruce, suspicious of Courtland's motives, returns just in time to save her from making the leap.

The next day, Vernay, impatient at all the delays, decides to take matters in his own hands. He arrives at the Courtland house to find Alison under her husband's hypnotic influence. In this condition, Alison is directed by Courtland to shoot and kill Vernay. Vernay survives the gun wound and himself turns on Courtland and kills him, planning to throw the blame on Alison, who is still in a state of hypnosis. Bruce again arrives at the right moment and, sensing the situation, he immediately pursues Vernay, shoots it out with him and kills him. Alison and Bruce are then free to turn their backs on the past and face life together.

Colbert, Cummings, Ameche In Tense Emotional Film

The-eagerly awaited premiere of Mary Pickford's initial Triangle Production, "Sleep, My Love," at the Theatre yesterday proved to be an exciting event in motion picture history. Miss Pickford who earned, during her many years of stardom, the cognomen "America's Sweetheart," shows that she is equally successful at the art of producing. Collaborating with her on this tense, emotional drama are her husband, Charles Buddy Rogers, who also starred in films for several years, and Ralph Cohn.

With Claudette Colbert giving one of her ace performances in a strong psychological role, and her co-stars Robert Cummings and Don Ameche also at top form, "Sleep, My Love" emerges as one of the most important screen dramas of the year.

The film—spotlighting a story that is one hundred percent audience entertainment—is based on a novel by Leo Rosten which appeared serially in Collier's Magazine. Douglas Sirk, director of many notable films, has infused the picture with a fine blend of taut drama and subtle mystery.

In brief, "Sleep, My Love" is the story of beautiful, wealthy Alison Courtland, played by Claudette

Colbert, whose husband (Don Ameche) is trying to drive her to suicide so that he can marry a charmer named Daphne, played by Hazel Brooks. In cahoots with him is a phoney, money-hungry psychiatrist (George Coulouris) who advises Ameche to hypnotize his wife into thinking she is going crazy. During the process of one of these uncertain moods of hers, during which she feels she is losing her mind, Claudette meets Robert Cummings, who falls in love with her. Suspecting Ameche, Cummings tries to convince her that she is sane, but she is powerless against the chicanery of her husband and his dubious partner.

But, just as thieves fall out, so do potential murderers, and both Ameche and Coulouris give each other a double-cross that is as astounding as it is unexpected, furnishing the picture with one of the most exciting climaxes seen this season.

The three stellar players are brilliantly supported by Mr. Coulouris, Rita Johnson, and Hazel Brooks in the colorful role of Daphne.

United Artists is releasing "Sleep, My Love," which has for its setting fashionable Sutton Place in New York City.



Bob Cummings discovers Claudette Colbert in the hypnotic sleep induced by her husband in this fascinating scene from the Triangle Production, "Sleep, My Love," at the Theatre now through United Artists release.

(Mat 2D)

Still No. SML-S-2

Mary Pickford Launches Film

(General Advance)

"Sleep, My Love," the first Mary Pickford presentation for the recently organized Triangle Productions, is due to open on at the Theatre through United Artists release. Miss Pickford's husband, Charles Buddy Rogers, produced this exciting film in collaboration with Ralph Cohn.

Co-starring in "Sleep, My Love" are Claudette Colbert, playing a strong dramatic role for a change, Robert Cummings in a straight romantic part, and Don Ameche cast in an unusual "heavy" role for the first time in his distinguished film career. In top featured spots are such fine players as George Coulouris, Rita Johnson, Ralph Morgan and Hazel Brooks.

Adapted by St. Clair McKelway, former New Yorker Magazine editor, from Leo Rosten's popular serial in Collier's, this fascinating film uses the pseudo-science of hypnosis to emphasize the dramatic overtones of its theme. Dr. Marcel Frym, the expert Viennese psychologist, was called in by Director Douglas Sirk to insure complete authenticity of these hypnotic scenes.



Bob Cummings and Claudette Colbert share the same haunting fear in "Sleep, My Love," the new film opening on at the Theatre through United Artists release.

(Mat 1C)

Still No. SML-S-4

Expert Psychologist Lent Aid To Director of 'Sleep, My Love'

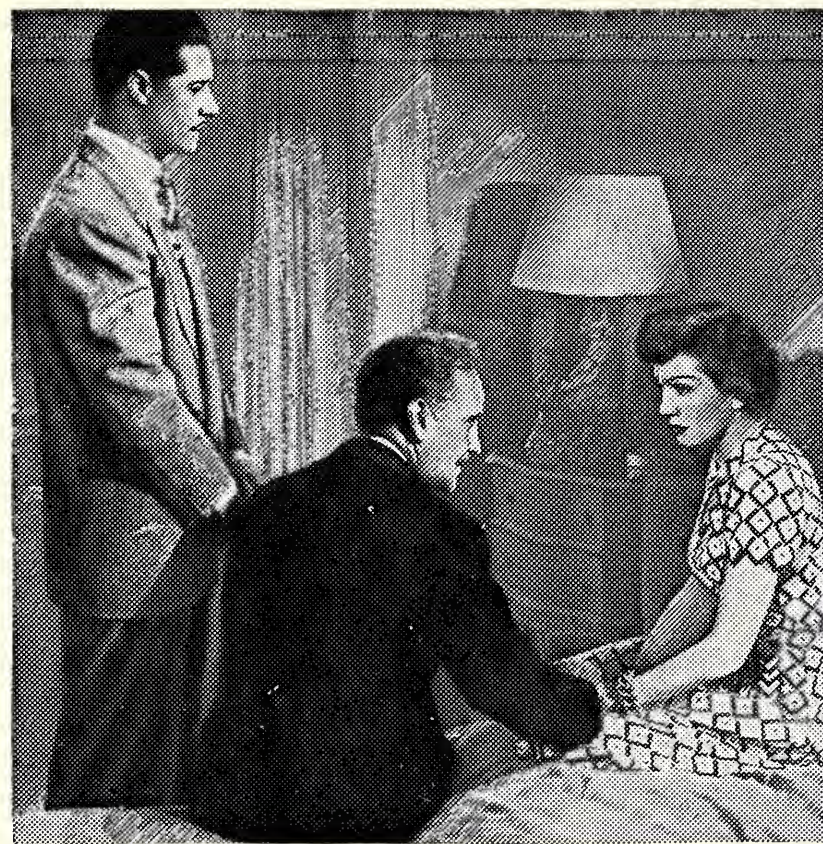
The expert advice of Dr. Marcel Frym, currently serving as Research Consultant for the Hacker Clinic of Applied Psycho-analysis, was sought by Director Douglas Sirk when the initial Triangle Production, "Sleep, My Love," was put into work with Claudette Colbert, Robert Cummings and Don Ameche in stellar roles.

Dr. Frym, who hails from Vienna, was a student under the great Sigmund Freud and belongs to the Freudian school of applied psychology. The Doctor was considered one of Vienna's leading psycho-criminologists and worked on many celebrated continental cases. He has also written a book, "Impulse Treatment for Impulse Neurosis and its Relationship to Crime."

Frym knew Director Sirk in the pre-Hitler days, and when Sirk was assigned by Producers Mary Pickford, Charles Buddy Rogers and Ralph Cohn to prepare production work for "Sleep, My Love," he called on his friend the Doctor for criticism and assistance in working out the technicalities of hypnosis and hypnotic sleep-walking and for the crime executed during a hypnotic trance called for by the script.

"There are," states Dr. Frym, "many popular misconceptions about hypnosis. For example, it is generally believed that the hypnotized person can be induced during a trance into committing crime. This is not the case. A hypnotized person can be induced to commit crime only if he or she is convinced during hypnosis that the act of crime is itself morally justified."

Dr. Frym is especially concerned with some false notions about psychology and psychiatry which have appeared on the screen recently allegedly dealing with psycho-neurosis. Articles in "Hollywood Quarterly" as well as journals on psychiatry and psychology bear out his contention that indifferent and even fallacious writing and role interpretations have given audiences false notions about the entire field of mental therapy. "Psychology and psychotherapy have a very valid part in daily life," he says, "and can be excellent themes for



Dr. Ralph Morgan diagnoses Claudette Colbert's strange lapses of memory, while her husband, Don Ameche, looks on grimly. Scene is from "Sleep, My Love," a Triangle Production now playing at the Theatre through United Artists release.

(Mat 2E)

Still No. SML-P-72

intelligent pictures—if the writers and the actors and the directors know what they are doing.

"In the recent plethora of psychotic, psychoneurotic and psychiatric pictures," opines Dr. Frym, "the actors have emitted a series of shrieks and enacted scenes which have no relationship with what they're supposed to be suffering from. My point is that too much has been put on the screen which simply is not psychotically accurate or true. As a result, audiences are supposed to be tiring of so-called 'psychological films,' ignoring the fact that every human action and emotion has a

psychological reason."

With Dr. Frym's able help both the producers and the director of "Sleep, My Love," which deals to a certain degree with the power and effect of hypnosis, feel that they have achieved complete authenticity while maintaining at all times the dramatic scope of this tense emotional film play.

United Artists is releasing "Sleep, My Love," which bowed in at the Theatre for a week's run. Supporting the three brilliant co-stars are such talented featured players as George Coulouris, Rita Johnson, the new screen personality, Hazel Brooks, and Keye Luke.



Stories on Ameche-Cummings-Coulouris-Pickford

Don Ameche Plays Heavy Role For First Time in Film Career

For the first time in his picture career, Don Ameche plays a "heavy" role. The film is Triangle's "Sleep, My Love," a Mary Pickford presentation, in which Ameche plays opposite Claudette Colbert and Robert Cummings. "Sleep, My Love" is being released by United Artists and is due to open on at the Theatre.

Ameche's performance in this tense drama tops a sensational movie career which started about ten years ago. It will be recalled that he had been acting as master of ceremonies on such coast-to-coast radio programs as "Grand Hotel" and "The Little Theatre Off Times Square," as well as the Chase and Sanborn hour and the Old Gold program.

The "voice with the smile" attracted Hollywood's attention, and Don was screen tested. Then 20th Century-Fox offered him a role in "Sins of Man." This started off his successful film career. Some of his outstanding hits were in "Alexander's Ragtime Band," "Guest Wife," also opposite Miss Colbert, and "The Story of Alexander Graham Bell," in which he played the much-talked-about title role.

The earlier part of Ameche's

career, however, was almost a heartbreaking test for the smiling actor. Prior to his radio success Don had wanted to be somebody on Broadway, but he went hungry before they gave him a minor role in the show "Jerry for Short." Next came a vaudeville tour with the late Texas Guinan, and another role in the Chicago company of "Illegal Practice."

Don's first good radio offer came when this show closed. Ironically, he was indifferent to the offer. After all, he had studied dramatics in college and had appeared in college plays at Columbia College in Dubuque, Iowa, also at Marquette University, Georgetown University and the University of Wisconsin. It was during his schooling at Wisconsin that he made his first professional stage appearance in the Jackston stock company at Madison. It gave him enough confidence to try Broadway.

Wisconsin, incidentally, is Ameche's home state. He was born in Kenosha, where his father ran a grocery store. The original spelling of the family name was Amici, and Don's christian name was Dominic.

But his schoolmates called him Don, and he has been Don ever since. He is the oldest son in a family of eight children.

In 1932 Don married his childhood sweetheart, Honore Prendergast. They have four children, Donny, Ronny, Tommy and Lonny. The Ameches live on a ranch in Encino, near Hollywood.

Ameche smilingly objects to the usual revelation of his intimate activities. "Who cares?" he says. It can be told, nevertheless, that he likes to play poker. He smokes a pipe. He is taller than he looks on the screen. His height is 6 feet and he weighs 170 pounds. His hair is brown and so are his eyes.

As the "heavy" in "Sleep, My Love," Ameche does a complete right-about-face from his usual screen roles. In fact he is up to no good at all, which makes him very happy. For he is heartily tired of the tag, "the voice with a smile," or, for that matter, "the man with the smile." Besides Miss Colbert and Mr. Cummings, the cast includes such fine players as Rita Johnson, George Coulouris, Ralph Morgan and Hazel Brooks, the enchanting new film personality.

Don Ameche drinks a toast to the new screen enchantress, Hazel Brooks, in the Triangle Production, "Sleep, My Love," at the Theatre now through United Artists release. (Mat 2B)

Still No. SML-P-98

Don Ameche deserts the ranks of romantic heroes in Triangle's tense emotional drama, "Sleep, My Love," in which he stars with Claudette Colbert and Bob Cummings. It is a United Artists release, due at the Theatre. (Mat 1B)

Still No. SML-P-132



Coulouris Finds Film Villainy "Pays Off"

It is a theory of actor George Coulouris that "the heavier you are, the more deep-dyed your villainy, the longer you'll last." Coulouris currently plays a "heavy" role in Triangle's "Sleep, My Love," which opened last at the Theatre through United Artists release. Playing "heavies" is a form of film life insurance, he claims. In "Sleep, My Love," he adds to the cinema headaches of lovely Claudette Colbert and Robert Cummings who co-star in the film with Don Ameche, also playing a villain.

The actor points out that the screen performer who dies as a result of his own villainy has a longer screen span of life than the chivalrous hero who gets the girl, but whose life expectancy on the screen is only about five years. "Villains like me," says Coulouris with a smile, "go on forever."

Coulouris was born in Manchester, England, the son of a celebrated Greek-born actor. After finishing his education, he made the rounds of the London stages, but found nothing to do. Then Madame Sybil Thorn-dyke gave him the sound advice of going to dramatic school for experience. Before taking this advice, he served as a waiter on board a transatlantic liner, and taught English at Berlitz schools both in Switzerland and Italy. It was at this point his father cabled that if he would return to England he would subsidize one year of dramatic study at the Fogarty School in Albert Hall.

After he left Fogarty's he joined the Old Vic repertory group, and played his first bit role in "And So To Bed," a role in which he spoke nothing but Italian. Other, bigger, parts followed and in 1929 he came to New York City to appear in the Theatre Guild's production of Shaw's "The Apple Cart." Later he joined Orson Welles' Mercury Theatre.

Coulouris first came to films as a member of Welles' film, "Citizen Kane." Then he returned to New York to play the fascist conniver in Lillian Hellman's "Watch On the Rhine," on the stage, later playing the same role on the screen.

He is married to the former Louise Franklin, an artist. They live in Beverly Hills with their two children, George, Jr., and Mary Louise. Coulouris is six feet tall, has brown hair and brown eyes.



George Coulouris is featured in United Artists' "Sleep My Love." (Mat 1A) Still No. SML-P-9

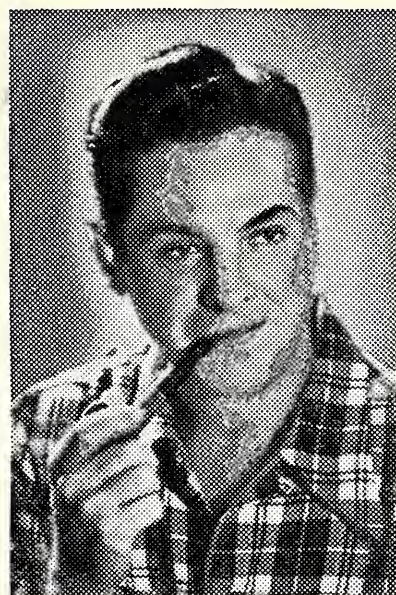
Bob Cummings Used An English Accent To Achieve First Success On Stage

Some day an alert Hollywood producer is going to cash in on the amazing life story of Robert Cummings, and make himself a pretty sensational motion picture. Cummings' career, in and out of films, has been as hectic as any yet recorded in the annals of Hollywood.

Currently Bob can be seen in the Triangle film, "Sleep, My Love," in which he is co-starred with Claudette Colbert and Don Ameche. Mary Pickford, Charles Buddy Rogers and Ralph Cohn produced it, with United Artists releasing. It opens on at the Theatre.

Bob was born in Joplin, Missouri, the son of a doctor. Although aviation was his first love, he decided that the stage was the place where he wanted to earn his living. At the beginning he found making the Broadway grade tough sledding. At this period British actors were greatly in demand, so Bob went over to England where he took a bicycle trip through the countryside acquiring a clipped British accent as he went.

Upon his return to the States, Bob not only sported a broad "a" but a new name also—Blade Stanhope Conway. It didn't take long for this bogus English actor to get a part in Galsworthy's



Robert Cummings stars in "Sleep, My Love," now at the Theatre through United Artists release. (Mat 1D) Still No. SML-S-9

play, "The Roof." A succession of roles followed, climaxed by a part in the Ziegfeld Follies.

The old yearning for new fields to conquer again cropped up, and when Bob heard that King Vidor was searching for a real Texan for "So Red the Rose," Blade Stanhope Conway

suddenly became Brice Hutchins, from deep in the heart of Texas. Before he knew what was happening, King Vidor had a new leading man. After a series of pictures with Paramount, the Brice Hutchins character exploded and Bob once more assumed his own identity.

When he played in "Three Smart Girls Grow Up," starring Deanna Durbin, Cummings was launched on an entirely new career—that of a romantic hero. Universal signed him to a contract and he was cast in such hits as "The Devil and Miss Jones," "Saboteur" and "Forever and a Day." Other outstanding films in which he has appeared are "King's Row," "Princess O'Rourke," "The Chase" and "Heaven Only Knows."

During the war Bob became a flyer, and towards the end he was a flight instructor. He was given a leave of absence from his duties as flight instructor so that he might accept the lead in a picture concerning flyers—"You Came Along."

For the vital statistics record: Cummings is 6 feet, one inch tall, weighs 179 pounds, has blue eyes and brown hair. He is married to the former Mary Elliot, and they have a small son.

Mary Pickford To Write Autobiography

Mary Pickford, who has been asked many times to write the story of her life for publication, finally agreed, with the proviso that the book will not be published until fifty years after her death.

Miss Pickford has been in film business for forty-five years, having made her film debut as a child in 1902. Recently, with her husband, Charles Buddy Rogers, and Ralph Cohn, she produced a psychological drama called "Sleep, My Love," which stars Claudette Colbert, Don

Ameche and Robert Cummings. The film, a Triangle Production, is playing now at the Theatre through United Artists release.

The actress-producer, known to film-goers for years as "America's Sweetheart," wants to postpone the publication date of her autobiography so that the truths she wants to tell will not hurt anybody living at that time. In any event, the book is destined to be priceless as an historical document on motion picture history. Too bad it can't be published now!

Claudette Chalks Up Another Winning Role in 'Sleep, My Love'

France has given the United States two famous women; one is a lady carrying a torch, standing sedately in New York Harbor and known as the Statue of Liberty; the other is a vivacious, beautiful lady who has the men carrying the torches and who goes by the name of Claudette Colbert.

The lovely screen star can now be seen in "Sleep, My Love," a Triangle Production presented by Mary Pickford. Don Ameche and Robert Cummings co-star with her in the film, a fascinating drama with a psychological twist that is being released by United Artists, and slated to open on at the Theatre.

Claudette was born in Paris, but was brought to the United States at the age of four and has lived here ever since. Her father was a banker (the family name was Chauchoin) and her mother a successful dress designer. Claudette thought at one time that she would also become a designer and studied for it very seriously until a friend suggested that she ought to go on the stage. This friend put

her in touch with Ann Morrison, the playwright, who gave her a small part in her then current play, "The Wild Westcotts." In this play, just a minor Broadway offering, were Cornelia Otis Skinner, Elliot Nugent, the late Edna May Oliver and a host of other players who have since reached the top of the theatrical profession.

A series of plays followed for Claudette, but it was "The Barker," in which she was cast opposite Walter Huston that she achieved her real Broadway success. Not only did she get the reputation of being a fine actress, but she was also rated a great beauty. In the show she had to wear an abbreviated dress that showed off her legs and from that time on she was known as "the girl with the most beautiful legs on Broadway."

But Claudette was too smart to rely on her beauty alone. She studied and perfected her technique so that she might play a variety of interesting roles and it was inevitable that eventually she should attract the attention of the cinema moguls.

She has an uncanny sense of what makes a good story, and this has done much to put her on top of the list of stars in Hollywood who have for years consistently made good pictures. Some of her outstanding hits are "It Happend One Night," "I Met Him in Paris," "Private Worlds," "Bluebeard's Eighth Wife" and "Since You Went Away."

Claudette is five feet, four and one half inches tall and weighs 115 pounds. She is one of the few stars who doesn't have to diet, eating what she pleases. She has dark brown eyes and dark brown hair.

She is a fanatic when it comes to skiing and spends all her free time in Sun Valley gathering up various trophies. She doesn't like big crowds and generally gives small dinner parties for six or eight. Her husband, Dr. Joel Pressman, was a Lt. Commander in the Navy during the war, but is back home again. They live in Holmby Hills, in Hollywood.

Claudette loves the color red, hates bright nail polish, and doesn't like to wear hats.



Luscious Hazel Brooks Earns High Praise in Important Featured Role

Whenever the new screen personality, green-eyed, copper-haired Hazel Brooks, enters a restaurant or a shop, the women, en masse, glare with envy and the men start uttering wolf-calls. Hazel can at present be seen as the other woman in the Claudette Colbert-Don Ameche-Robert Cummings starrer, "Sleep, My Love," a tense, emotional drama which opened on at the Theatre. It is a Triangle Production released by United Artists.

Hazel is an actress by choice, not necessity, for she is the wife of handsome Cedric Gibbons, who has had charge of every thing connected with art at Metro-Goldwyn-Meyer for the past twenty years.

Because she was serious about becoming an actress, Hazel struck out on her own after her marriage to Mr. Gibbons, and got herself a very small part in Enterprise Studios' "Arch of Triumph," which stars Ingrid Bergman and Charles Boyer. She did so well that she was immediately signed by Enterprise for a much bigger role in their next picture, "Body and Soul," opposite John Garfield.

Hazel met her distinguished

husband while she was employed as a small contract player at MGM. The studio never seemed to have any parts suitable to the lovely newcomer, but they did see that she was kept busy taking dancing, diction and singing lessons.

However, the life of a studio art director isn't exactly sedentary. He is up early and often gone until after midnight. Hazel got restless and grabbed at the chance to appear with Miss Bergman and Mr. Boyer in "Arch of Triumph." She also was happy to sign the seven-year contract Enterprise handed her after her work in "Body and Soul." Now, in "Sleep, My Love," on a loan-out from her home company, Hazel is again demonstrating what a talented actress she really is.

For the record, Hazel was born in Capetown, South Africa, but arrived in the United States for good when she was still a toddler.

Hazel, who likes to think she is getting along entirely on her own, with no help from her husband, has poise, grace and an easy manner which makes it possible for her to get on with all kinds of people.



Hazel Brooks as "the other woman" in "Sleep, My Love," the United Artists release at the Theatre. (Mat 1G) Still No. SML-S-20

BUDDY ROGERS WRITES NEW SONG FOR 'SLEEP, MY LOVE'

Buddy Rogers and Rudy Schrager have collaborated in the writing of a new song, "Sleep, My Love," which has been used as the theme song of the picture of that title which Rogers produced in collaboration with his wife, Mary Pickford, and Ralph Cohn.

"Sleep, My Love" co-stars Claudette Colbert, Robert Cummings and Don Ameche. It opens on at the Theatre through United Artists release.

STAND-IN GETS CHANCE TO ACT WITH CLAUDETTE

Claudette Colbert meets herself coming and going in her latest film, "Sleep, My Love," now playing at the Theatre through United Artists release. Miss Colbert's stand-in, Carol Deane, plays one scene with the star, the first screen role she has played in their seven years' association. They play together in an airliner sequence, with Claudette as the passenger and Carol as an air hostess who engages her in conversation.

Claudette's Ambition Is to Direct—Not Act

Claudette Colbert, lovely brunette film star, has announced that after a few more pictures she will retire from the screen as an actress and will return as a motion picture director.

On the set of her current picture, the Mary Pickford-Charles Buddy Rogers-Ralph Cohn production, "Sleep, My Love," in which she is co-starred with Don Ameche and Robert Cummings, Miss Colbert demonstrated more than passing interest in the picture-making technique of Director Douglas Sirk. "Sleep, My Love" is scheduled to open on at the Theatre through United Artists release.

It is a well-known fact that women directors have not fared too well in Hollywood. There have been a few who have been moderately successful, such as Dorothy Arzner, who directed "Craig's Wife," one of Rosalind Russell's finest films. Miss Arzner has been active in directing from time to time, but has not had the steady output of pictures you'll find from established male directors.

In the field of film production, women have been more successful. Harriet Parsons at RKO is an active woman producer, as is Joan Harrison, a protege of Alfred Hitchcock. Lois Weber, of the silent movie era, is the grandmammy of women producers, actually Hollywood's first, and is remembered as an adventurous trail-blazer.

There is an established school of thought in Hollywood which is firm in the contention that women do not make good directors because, as women, they cannot project their personalities into a cast of characters with the same ease and understanding that male directors do. Whether this is true or not is a subject for long debate; the fact is that you can count the number of successful women directors on one hand, and women producers on the other.

However, difficult or not, Miss Colbert is determined to try her hand at both some time in the near future, and due credit must be given this highly talented star for accepting the difficult challenge.



Claudette never looked lovelier! Her new film is United Artists' "Sleep, My Love," due soon at the Theatre. (Mat 1E) Still No. SML-S-33



Don Ameche drinks a toast to the new screen enchantress, Hazel Brooks, in the Triangle Production, "Sleep, My Love," at the Theatre now through United Artists release. (Mat 2B)

Still No. SML-P-98

Don Ameche deserts the ranks of romantic heroes in Triangle's tense emotional drama, "Sleep, My Love," in which he stars with Claudette Colbert and Bob Cummings. It is a United Artists release, due at the Theatre. (Mat 1B)

Still No. SML-P-132

..... is an set for a gala evening—in the film—in a diaphanous beige souffle dinner dress, appliqued with an intricate pattern of satin flowers and leaves. Both costumes are from the actress' private wardrobe.

In center, Claudette swathed, as they say, in sables.

(Mat 3A)



and grey taffeta princess-cut hostess initial Triangle Production due on release.

Stills No. SML-S-27; SML-S-30; SML-S-25

Stor • St. Clair McKelway

and Reel Life

In "Sleep, My Love," the United Artists release now showing at the Theatre, featured player Rita Johnson wears one of the smart new pillbox hats. It is of rich red velvet and slants over the forehead to the right eye.



Rita Johnson
(Mat 1F) Still No. F-9

Claudette Wears Own Gowns in Latest Film

Claudette Colbert, voted one of America's best dressed women, prefers simply styled clothes of rich fabrics. In her current film, "Sleep, My Love," Claudette wears a variety of eye-catching costumes typical of the clothes she wears in private life—in fact they are from her own personal wardrobe designed especially for her by Sophie Gimbel of Saks Fifth Avenue.

"Sleep, My Love," is the first offering of the newly formed Triangle Productions, and was produced by Mary Pickford, in collaboration with her husband, Charles Buddy Rogers, and Ralph Cohn. Sharing stellar honors with Miss Colbert are Robert Cummings and Don Ameche. It is a United Artists release and is scheduled to open on at the Theatre.

Script Written By St. Clair McKelway

The principle locale of the romantic drama, "Sleep, My Love," produced by Mary Pickford, Charles Buddy Rogers and Ralph Cohn for Triangle Productions, is fashionable Sutton Place, in New York City. St. Clair McKelway, one of the former editors of The New Yorker Magazine, was given the task of scripting the Leo Rosten Colliers' Magazine story on which the film is based and making the characters sound like actual New Yorkers.

"My main characters," McKelway explains, "are supposed to be intelligent, literate, knowing people."

For instance, Raymond Burr, one of the minor characters in the film, plays the role of a plainclothesman. His job in the story is to cover the disappearance of Claudette Colbert, who lives on Sutton Place. McKelway insisted that Burr sound like a cop who would come out of Precinct 17 on East 51st Street and not like the standard Hollywood version of a dim-witted New York cop. He points out, for the record, that many New York detectives have college degrees and do not necessarily wear hats indoors, and some of them prefer cigarettes to cigars.

Co-starring with beautiful Miss Colbert in "Sleep, My Love" are Robert Cummings and Don Ameche, with George Coulouris, Rita Johnson, Ralph Morgan and Hazel Brooks in top featured roles. United Artists is releasing the picture, which opens on at the Theatre.

McKelway, who has written many of the brilliant New Yorker profiles, likes the screenplay as a writing medium. He found both Director Douglas Sirk and author Leo Rosten receptive to his ideas on characterization and plot development, and was also pleased to find his principals more than actors, but discerning human beings who understood character motivation, and knew how to deliver a good line when they got one.

When you see this entertaining film you will discover McKelway's formula for breathing life into characters who have become wooden from over-use and misuse in a long series of New York penthouse comedies or Flatbush "mellerdrammers."

Sidelights on the Film

Buddy Rogers Leads Orchestra

During the production of Triangle's "Sleep, My Love," Don Ameche and Hazel Brooks were making love—for a scene of course—in a honky-tonk sort of roadhouse nightclub where the air was filled with smoke and the drinks were obviously watered. A five-piece orchestra played a moody piece of music in the background as Don and Hazel danced together on an otherwise empty dance floor.

But the dancing was too fast, and the music didn't have quite the right tempo for Director Douglas Sirk.

"Maybe," suggested Charles Buddy Rogers, producer of the picture in collaboration with his wife, Mary Pickford, and Ralph Cohn, "if I led the orchestra—off-stage, that is—we could work it out."

So Buddy talked briefly with the musicians and cued them off-stage as the cameras did their grinding. The scene turned out to be good, the dancing well-timed, and the mood proper.

"Very good, Buddy," exclaimed Director Sirk. "You ought to be an orchestra leader instead of a producer."

At which everyone around laughed heartily. For Buddy once was one of America's leading dance orchestra leaders, and the music the movie orchestra gives out with for the background of "Sleep, My Love" is a piece which Buddy himself wrote.

United Artists is releasing "Sleep, My Love," which is slated to bow in at the Theatre on through United Artists release. In the cast, Don Ameche shares stellar honors with Claudette Colbert and Robert Cummings, and Miss Brooks enjoys featured billing.

Claudette Does a Lady Macbeth

Claudette Colbert's most dramatic scene in her latest picture, "Sleep, My Love," and one of the most difficult of her career, is a sleep-walking scene in which no dialogue is spoken. The actress, under the hypnotic spell of her husband, walks supposedly towards her doom.

The scene required careful rehearsal under the direction of Director Douglas Sirk, with the advice of Technical Advisor Dr. Marcel Frym, a specialist in hypnosis and hypnotic trances. The scene, as it was outlined, required more than the simple act of aimless sleep-walking itself. The action demanded unusual reactions and perfect timing.

After several tries, Miss Colbert went back into consultation with the director and his famous consultant.

"Just take your time," Sirk reassured her. "It's a tough scene."

To which Claudette quipped: "If Lady Macbeth made good doing this, so can I."

"Sleep, My Love," the first of the Mary Pickford-Charles Buddy Rogers-Ralph Cohn pictures to be filmed for Triangle Productions, is being released by United Artists. It can be caught now at the Theatre. Sharing stellar honors with Miss Colbert are Robert Cummings and Don Ameche. George Coulouris, Rita Johnson, Ralph Morgan and Hazel Brooks are in top featured roles.

Chinese Wedding Scene

The Orient and Orientals aren't what they used to be. The old saying about the East and the West doesn't hold true either, and living proof of the fact is evinced in Hollywood where the East and the West do actually meet.

In one of the colorful scenes of Triangle's initial production, "Sleep, My Love," co-stars Claudette Colbert and Robert Cummings are wedding guests at the marriage ceremonies of Keye Luke and his Oriental bride, Maria San Marco.

For the festive occasion, Director Douglas Sirk engaged a good portion of the Los Angeles Chinese colony to act as wedding guests and to participate in the actual ceremony itself. Then it was discovered that the members of the Los Angeles Chinese colony were not quite 'hep' on what they were supposed to do at the wedding and what form their participation ought to take.

So Director Douglas Sirk had to hire Frank Tang, an expert on Chinese traditions, customs and lore, as technical advisor on the picture—teaching the Chinese how to act like Chinese.

"Sleep, My Love" was produced by Mary Pickford, Charles Buddy Rogers and Ralph Cohn. It is a tense, romantic drama set in New York's fashionable Sutton Place section. United Artists is releasing the film, which opens on at the Theatre. Others in the cast beside Miss Colbert and Mr. Cummings are Don Ameche, also in a starring role, and George Coulouris, Rita Johnson, Hazel Brooks, Keye Luke and Ralph Morgan in important featured parts.

Maria San Marco, who plays the role of the Chinese bride, was born in the Philippine Islands and, when war came to the Pacific, was imprisoned by the Japs. After two years, she escaped and came to America. Her first film appearance was in "Anna and the King of Siam," her second in "Intrigue," her third in "Sleep, My Love."

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